

AMENDMENTS TO THE ABSTRACT:

Please amend the Abstract as follows:

It is an object of the present invention to provide a print head that is usable in a horizontal printer, that is small in size, that is superior in mass production, that can easily perform discharge control, that is excellent in reliability, and that is excellent in practicality to be writable in a state in which a recording medium is not bent. The print head has a discharge control unit.

The discharge control unit includes a heating ~~means~~mechanism and a discharge portion. The heating ~~means~~mechanism includes a heat generation portion provided with a heat generation body and a driver IC that controls heat generation of the heat generation body. The discharge portion includes a discharge electrode disposed in accordance with the heat generation body. In the discharge control unit, the heat generation portion and the discharge portion are insulated from each other.